

COMUNE DI PADOVA - ITALIA

Settore Mobilità e Traffico



MOBILITY MANAGEMENT PLAN

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0. Introduction

Mobility Management in Padua

The City of Padova, besides planning and achieving several interventions that formed an integrated system of mobility (see self Evaluation form), since 2001 also began to set and develop initiatives by establishing the figure of Area Mobility Manager and activating the figure of the Company Mobility Manager, on basis of clear national guidelines.

The activities of Area Mobility Manager took place within the structure of the Mobility and Traffic of the Municipality of Padua, which has responsibility for: planning and management of the mobility system, car traffic on public roads, public transport, cycling, parking, measures of traffic restriction, so providing the necessary synergies between interventions on the supply of transport ("hard") as well as of MM ("soft").

The Company Mobility Manager has the task of identifying strategies and actions of his own company on matter of mobility through the preparation and monitoring of the House - Job Moving Plan (PSCL), while the Area Mobility Manager has the task to involve and promote MM initiatives on regard of all those companies that are required to submit the PSCL (companies with more than 300 employees).

The main objective of the MM activities is the reduction in car use.

On last two decades Padua has developed a program of actions on mobility that has allowed to rule, contain and even reduce the car traffic (the present level of traffic flows on urban area proves it), so creating suitable conditions to applicate MM measures.

Moreover, the Municipality periodically carries out surveys and investigations among citizens to obtain information on: agreement about adopted measures, attitudes and choices of travel, demands, priorities, criticisms and suggestions.

1. MM experience in Padua

The achieved measures were related to different subjects: workers, students and citizens.

1.1. House - Job Moving Plan (PSCL)

Contents:

- Involvement and awareness of main companies and institutions (32)
- Promotion of companies' Mobility Management
- Preliminary investigations on the structure of movements
- Formulation and implementation of PSCL (12, with No 4500 total employees)
- Periodic consultation and information activities
- Information and communication material

Main control variables in PSCL:

- Workers with flexible hours;
- Parking spaces and corporate parking areas for bikes and motorcycles, or reserved for company vehicles;
- Company vehicles, of environmentally friendly type;
- Any contribution paid by the company for the employees' subscription to the urban and suburban public transport;
- Any contribution from the company for purchasing eco vehicles (electric bicycle);
- Availability of space and services company supporting the user's personal bike;
- Presence of company's busses;
- Connectivity between company's busses and public transportation.

1.2. Advantages of the TPL subscriptions

Consist of incentives for employees of the City of Padua who use the TPL. The economic advantage for subscribers is of 50% (as at 2009, 2000 Employees: 294 urban, suburban transport No. 60 and No. 74 rail), and some other institutions. Subscriptions to the public transport has also been recently subjected to tax relief on national level.

The 1.3 Territorial Timetable Plan

The study for the Territorial Timetable Plan (PTO), starting from the social principles of Law 53/2000 ("Provisions for the support of motherhood and fatherhood, for the right to treatment, training and the changing times of the city") aimed to reach the following targets: reducing pollution, reducing car traffic, reducing vehicular congestion during peak hours, optimizing use of public services, protection of vulnerable groups, the quality of personal time, social development and solidarity.

The action lines are: development of PTO structures, such as: school times, times of municipality's offices, times of other administrations, times of trade zones and public services, especially childrens' ones, public transport timetables.

The resulting initiatives (Consultation Table, Guidelines, ..) focused on the mobility aspects, trying to use the PTO to reduce the excessive temporal and spatial concentration of people's transfers that presently occur in relation to the times and locations of activities and services (too many private vehicles in the same areas and at the same time are unable to offer good opportunities to the demand).

The PTO allowed the following two experimental initiatives:

- a) the desynchronization of school hours of high schools to optimize the supply of the TPL during peak periods. The project was implemented by modifying half of the schedules previously applied, anticipating 25% and postponed an other 25%.
- b) The Citizen's Day: availability for key public services on a default day - Thursday - with double aim of reducing transfers during peak periods and encouraging saving time behaviors.

1.4 Safe routes to school

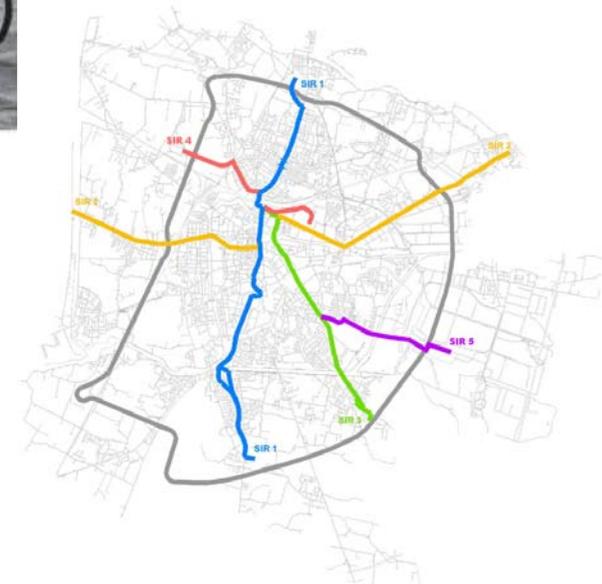
The experience of Padua started in 2004 with the creation of two routes in service of 2 different primary schools: the first based on parents' accompanying (piedibus), the second on children making their journey alone (millipedes).

In 2009, the children who every day go to school in the two different forms are about 800, using more than 30 different routes.

Operatively, the project required coordination between six different Municipal sectors: Environment, Mobility and Traffic, Municipal Police, School Services, Infrastructure and Maintenance.



Children waiting for their daily "PIEDIBUS"



1.5 Limited Traffic Zone

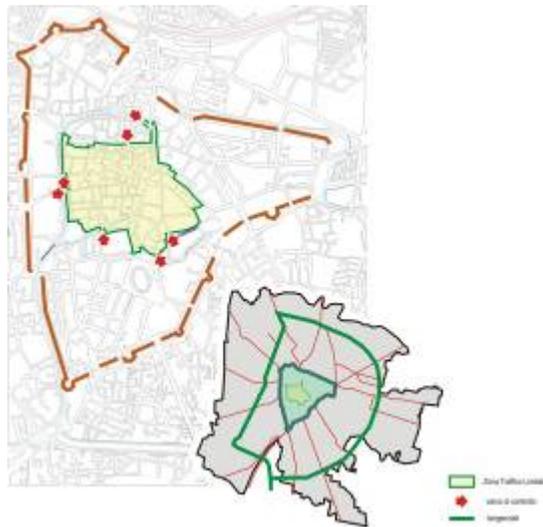
The Limited Traffic Zone (ZTL) is an area of the historical centre where access and movement of vehicles are allowed only for reasons of public interest, approved with a special badge according to specific discipline.

The ZTL of the City of Padua was launched in 1987 and has gradually expanded to the current 140 hectares (1 / 3 of the entire surface of historical centre).

Since 2006, the access control ZTL is made through a system of electronic gates (gates No. 7), which replaced the supervision of the Municipal Police.

The electronic system has reduced by over 40% the volume of traffic access to the ZTL.

In the historical centre of Padua there are pedestrian areas (17 hectares) where traffic restrictions are even more restrictive than the ZTL ones (access for residents and car park operations, loading and unloading goods in time slots) and also allowed putting into practice several urban regeneration projects.



Approaching road to one of 7 ZTL gates

1.6 Bike Sharing

The project involves no 20 stations and a budget of 200 bikes, with presence of canopies with solar panels. Funding for the project was achieved within the Alpine Space Programme (EU funds) and the Ministry of Environment. Its activation is expected in 2011.



Projected solar panelled canopy

1.7 - Cityporto - goods distribution

Among the MM initiatives, aimed at developing a specific and innovative program agreement with the economic categories, to speed up the renewal/transformation of the commercial fleet, was prepared a feasibility study for a logistic platform in service distribution of goods in the old town, which allowed to obtain financing for the project start-up.

The service - named "Cityporto" - has been entrusted to Interporto of Padua.

Cityporto is achieving remarkable results - in terms of reduced inflow of commercial vehicles in the centre and resulting environmental improvement - and other cities are preparing to mimic the same, simple but efficient, organizational model.

The service was recently extended to the food part by funding from the Ministry of Environment.



Example of a Cityporto vehicle



Cityporto service fleet

1.8 Communication

The projects of intervention and MM measures require the fundamental contribution of information and communication initiatives, just because their effectiveness depends on a cultural evolution increasingly aimed at promoting sustainable mobility choices.

2. New background and opportunities

The approach of the plan begins, first, from acquired experience, both in terms of databases, both of received requests, in relation with the different demanding subjects, in a consolidated territory governance and integrated mobility.

2.1 Claims arising from PSCL (Plans Moving Home Work)

The analysis of requests by questionnaires shows the following results:

- Strengthening the TPL service during critical periods (morning and evening rush hours);
- Implementation of new services and greater integration between urban and suburban services;
- Implementation of targeted or dedicated services, on charge of the administration and/or companies' organization.

These claims are, however, difficult to be satisfied, because of the specific resources necessary for their implementation, especially in terms of cost/benefit analysis, being demonstrated that has not been reached the feasibility threshold.

To such claims, the Municipality answered as follows:

- Modification of work schedules (flexibility), on strict correlation with the TPL schedules and viceversa
- Facilitating the use of bicycles with safe bicycle routes, extended along main links
- Projects and funding requests for innovative services, involving low-cost alternative use of the car
- Collective use of motor vehicles
- Promoting environmentally-friendly vehicles
- Raising awareness for the testing of good practices of sustainable mobility.

Briefly, if we consider only the "willing to change potential demand", we see that main responses and solutions to the emerging demands for new services led to start up with new services supported by a too small demand, mainly spread over the whole territory. Or, alternatively, they led to the implementation of innovative services or to organizational changes which, however, hadn't to conflict with the companies' business or with the interested people needs.

Furthermore, it is not easy to ask people changing their modes of transport, in exchange for no real advantage, or even with the prospect of worsening personal conditions, in terms of lost time or family and personal problems, compared to the "certainty" and performance obtainable by their own car.

Despite the difficulties, in Padua, as well as on a larger scale, the reference background (more general factors, such as economic crisis, or new conditions at local level), presents today different characteristics which can motivate and strengthen MM initiatives.

Awareness, in fact, increased about the nature and the difficult economic and environmental problems' solution, so that one can find a mix of solutions and initiatives that need players being not only the institutions and economy, but also all citizens.

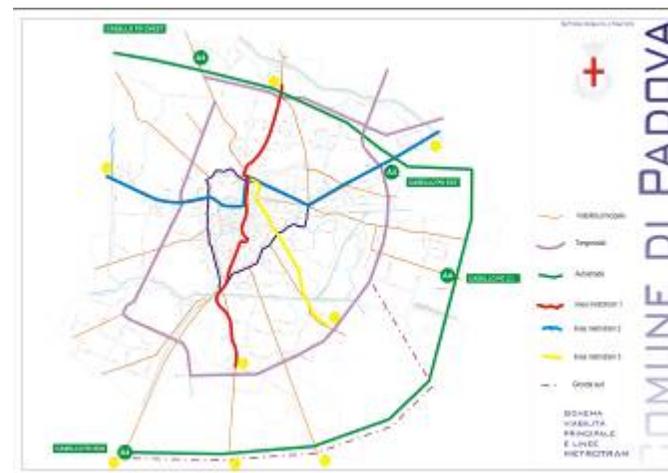
Surely, there is also a component of suggestion aimed at the need for a new adventure (!!), ... but perhaps there is no alternative to people's consciousness, energy, imagination, confidence, ability to overcome the traditional patterns.

In any case, it will be useful to use more and better the opportunities for sustainable mobility already emerging in Padua.

2.2 Public transport - Tram

In December of 2009 came into operation in Padua the entire tram line (a 10 km long- tram innovative road with a single central rail - technology Lohr), which is bringing a radical change in the mobility system in Town.

Experience of the first period was very positive, thus MM initiatives can find a major boost in this new transportation system, because it proved to be competitive and affordable in comparison with private vehicles (efficient, comfortable transportation through regular and certain travel times) and has fundamentally changed the perception of public transport - TPL.



Padua urban territory with Tram line 1 in evidence (red)

2.3 Intermodal

Thanks to tram, the interchange between car and TPL is spreading all over the town. Previously, it was very difficult to make people accept interchanging their car by bus.

To be detected that the new line is actually a diameter of the tangential ring, with its 2 north and south capilinea in direct contact with the ring itself, thus forming a favorable and functional interchange structure.

The concept of intermodality is to come in everyday mobility of Padua, also through the availability of other transport services which is scheduled to functional integration and price (car sharing, bike sharing)

2.4 Bicycles.

The use of the bicycle in Padua is among the largest in Italy.

The commitment of the Municipality to increase it furtherly is well represented by the creation of itineraries that form a network of 145 km (tracks and lanes, environmental pathways) developed throughout the territory. Such creation also played a role in boosting of complementary interventions enhancing public spaces and environmental corridors.

Bicycle use is clearly an important resource in terms of MM; that's why it must be furtherly enhanced, especially for its competitiveness in the short to medium distance trips, which presently represent an important share in the Paduan transport demand.

Some common initiatives for the purchase of bicycles for company employees are now taking place, as well as finding parking spaces for bicycles of employees and even visitors/customers.

Significant boost is also having the Bicycle Office – a so named office created within the Mobility and Traffic structure- which has become key reference for any kind of information on bicycle use and promotion.

Events til now organized: "Bicycle Capital of Padua", Work Shop "Nice Bike" - training course on design of cycle paths, non-competitive relay: Yes we Bike! - Participation in competitions and awards.

It must also be highlighted the initiative to combat the more and more widespreading and troubling problem of thefts of bicycles: a service by which a distinctive stamp of "providing identity" is put onto bicycles, thus involving an effective deterrent to burglars.

By 2010, the Municipality will approve the BiciMasterPlan that plans to extend to 250 km the network of trails and bike paths over the next five years.

2.5 Urban Mobility Plan of the Metropolitan Area

Under the PATI activities (PATI is the Intercommunal Plan for Territorial Structure) is about to be approved the PUM (Urban Mobility Plan) of the Metropolitan Area of Padua, which involves 17 municipalities on the Belt. It redefines and updates the overall programme of the medium and long-term interventions on viability, related to public transport, whose strategic objective is the reduction of car transfers and the increase by 7% of those by public transport (2017), and by the contribution of two wheels and of course, the increasingly widespread and innovative practises of MM.

3. The MM Plan

In the light of past experience and identified prospects, also according to first results, in action, of the SEE MMS project, innovations and added value on which we can now point with confidence, are not the wider economic resources to widespread in incentives, but a deeper awareness and culture of social responsibility that, in perspective, must also extend itself to the choices and behavior of mobility.

It's possible to revitalize all the already explored initiatives, but, above all, it is necessary to encourage and promote the individual choices for change, both in relation to personal and family and business needs.

3.1 Plan scheme

The Municipality has a broad and comprehensive policy framework:

- Urban Mobility Plan (PUM)
- General Plan of Urban Traffic (PGTU)
- Detailed Plans of Urban Traffic (PPTU)
- Plan of Urban Public Transport of the Municipality of Padua
- Urban Mobility Plan of the Metropolitan Area (adopted in 2008)
- Inter-communal development plan of the territory structure (the capital city with 17 municipalities of the Belt) (PATI)
- Plan of the territory structure of the Municipality of Padova (PAT)

Project of a network of bound guide lines on reserved lanes, with innovative tram vehicles travelling on tyres but bound to a central guide rail (Network Intermediate System - SIR), first line of which has already been achieved, while other two lines are planned:

SIR Line 2 - Rubano – Train Station - Ponte di Brenta (12.5 km)

SIR Line 3 – Train Station - Hospital - Voltabarozzo (6 km)

The strategy of Municipality was inspired by the defined and tested framework of planned actions, formed by known backgrounds and expected results.

In reality, the primary objective to pursue is reducing car use and promote intermodal transport: this is the basis of all MM.

Programs and activities are therefore to seek and promote the spreading of sustainable mobility solutions, not only by provision of new infrastructures and vehicles, but also acting on all different components, thereby creating the conditions to affect the behavior of

transferring, thanks to a positive and dynamic atmosphere consisting in the easy use of services or other solutions that make unnecessary, redundant and less convenient to use the car.

The goal to pursue, in fact, is an integrated system of connections and services, which offer a set of alternative opportunities to the car (public transportation, bike, intermodal transport, car sharing, bike sharing, walking, ...), in which mobility management initiatives are designed to play an important role in balancing the modal sharing of transfers that nowadays so appears:

- car 48%- TPL 22% – bike 17% - motorbikes 13%.

3.2 Table of actors

These are the subjects involved by plan:

- involved Public institutions
- involved Public and economic and social actors
- Municipal Police
- bicycle mobility Office
- District Councils
- Public Reception Office - URP
- Tourism Promotion Office
- Citizens

4. Actions inside the Mobility Management Plan

In addition to the developing MM measures, and to the other complementary already described ones, in the period covered by the MMP it is proposed to implement the following measures.

- 4.1) Tram Interchange capilinea
 - 4.2) Promotion and monitoring of Car Sharing
 - 4.3) Exhibition on culture and the promotion of cycling
 - 4.4) Development of the rewarding
 - 4.5) Project and start of Mobility Center
- (See specific project)

4.1 Tram Interchange capilinea

The first tram line in Padua is, actually, a north-south diameter of the tangential ring, which allows the car parks at the 2 capilinea (North - Pontevigodarzere of 700 parking spaces and South - of 500 spaces) encouraging their role in the integration of private vehicles and trams.

The action on matter consists of drawing as much as possible the entering (into the city) car traffic, supporting the two car parks' role at capilinea, thus ensuring an efficient and comfortable tram service for the accessibility to the central area. Expected benefits are in terms of transfer time, comfort, lower volume of traffic on urban roads, less pollution, less noise, , higher level of quality for pedestrians. lower costs of travel for those who must enter the city the same (for example: charge/discharge vehicles)

The action makers are the Municipality and the Urban public transport Company which also represents the operator for the parking fee.

First of all, the action consists of analyzing the characteristics of the current demand and the definition and evaluation of an organizational, and promotional pricing that will maximize the prefixed target.

- Installation of control equipment, park and tram fee integration.

The two parks will be equipped with automatic gates by remote access controlled, that physically will define the parking area and will regulate the various transactions for access/exit or control.

Such equipment will be linked to external traffic information panels, giving information on the remaining park capacity, and on time waiting for the tram service.

- Adoption of tariff in a position to facilitate the integration of the 2 / 2.

After an initial phase of testing and evaluation of the tram service and demand, we've passed to the application of a rate for half-day or monthly periods, much cheaper than that applied in other car parks located in terminals or in any other town location.

By that way, we propose to stimulate the car parking on terminals, providing a service of adequate cost for medium - long time parking, so that one can easily integrate the use of tram.

- Promotion

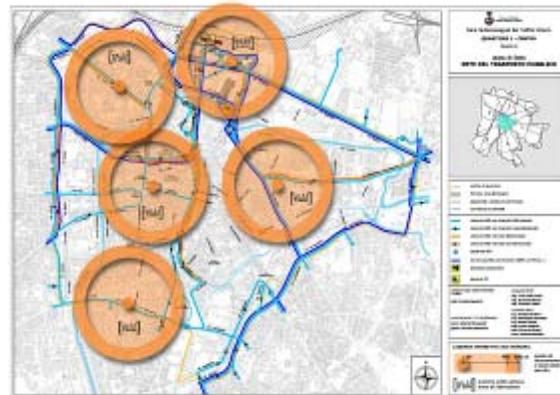
The new rate will be subjected to a specific campaign for information and awareness

- Result monitoring

The programmed activation of the new "park + tram" rate can be made after knowing the results of a recent survey on demand that currently occurs in the two tram interchange capilinea (quantity, time of arrival and departure, length of stay, reason of transfer, occupation, place of origin, ...) as well as on existing load on the tram line, that allows us to compare the new results with the situation ex ante.

4.2 Promotion for the activation and monitoring of Car Sharing project.

The project provides for Padua an initial fleet of 10 vehicles which will increase to 30 by 4 ^ years, with the setting up of initial 5-station which will be then adjusted according to the fleet.



The project was funded by the Ministry of Environment and will be activated in 2011 with the management of urban public transport company.

- The target and the message

Reference to three main customer groups:

- Individuals and families

- Companies and institutions
- Tourists

To all groups of customers the same message must be given: a real benefit to the customer, positively enriched by environmental protection and economic advantage.

However, it must be considered that, according to other present experiences, the benefit to the customer reaches different levels according to the different groups of customers:

- For families, the price is more important than comfort;
- For companies, convenience and supply reliability are more important;
- For tourists, the benefit consists of easy procedure and fun factor.

Even if Car Sharing is a valid well-known technical term, it may be appropriate to launch the marketing by other names which, if on one hand define it more accurately, on the other are positively associated with low cost, virtuous behavior toward public interest, social responsibility, etc..

It will also be important to establish a special logo and effective slogan.

To achieve a strong exploitation of CS vehicles, it is considered extremely important to attract since now businesses, institutions and even individuals.

In this regard, the first corporate fleet involved by the project will be the Municipality's one itself, so to modernize and optimize the overall vehicle fleet presently supporting all different activities.

It's also important to publicize the subscription packages, in order to make people understand that the new service provides a tailored solution for each.

It is therefore proposed to prepare specific subscription packages and specifically advertise them.

4.3 Exhibition on culture and the promotion of cycling - Saturday 9, Sunday 10 April 2011

The event will have national significance and represent a time of celebration throughout the city and to promote the culture of cycling. It will be staged on the prestigious Prato della Valle, the second largest square in Europe. Spacing between different areas, there will be some initiatives such as:



Prato della Valle Square during a temporary thematic exhibition

- Conference

- Organizing a conference of great speakers who will treat the importance of bicycle in many aspects: cultural, environmental, health, history, sports, entertainment, ..
Among the speakers there will be famous people "spend" in the campaign.

- Literature

- The libraries will be called upon to organize the presentation of a book theme

- Cinema

A town hall shall be paid to some movies on bicycle

- Fun, recreation and tourism

Together with the old town cafes specific initiatives will be studied and inside the Caffè Pedrocchi vintage bikes will be exposed.
The associations in the world of cycling could organize both Saturday and Sunday a couple of bicycle trips in the city, involving the Terme Euganee Tourism Company in order to reach also the area of Euganean Hills.

- Trade

Coordinated initiatives for particular window dressing in the center and shops in the area of Prato della Valle.

- Initiatives and events

The event will be a testimonial, a famous, easily recognizable and not necessarily linked to the world of cycling. It is joined by other celebrities individual events, typically related to the sports world or in any of the technicians.

- The party in the Piazza

The exhibition will close on Sunday with a feast of Piazza that will retrace the footsteps of previous events, but that puts even more ambitious objectives and content.

- The bicycle trade show in
- A dedicated area to stand and associations
- The stage where a DJ who will take care of the musical entertainment during the event period
- A large area devoted to food
- An area dedicated to children with bike paths
- A field for the bike polo

- Relay

After the success of 2010, which saw the participation of 20 teams representing different social and economic categories along a path in the center, relay was confirmed, with the important novelty that it will be entirely carried out around the Memmia Isle ring of Prato della Valle.



A bikers' meeting on Prato della Valle Square

4.4 Enhancement of rewarding

In order to promote and encourage sustainable mobility choices and behaviors it is essential to activate a system of incentives and visibility for the protagonists of virtuous actions, disposed not only to take advantage of new services, but also to change first their habits and mode of transportation, so giving to the community a clear example to follow and multiply.

Then, promotional mechanisms of rewards can be explored, based on moral satisfaction, but that could also add and combine to benefits and advantages in other sectors, such as, for example, use of other services, cinemas, museums, sports, foreign language courses, cultural events, with no substantial burden to be distributed between public and private subjects.

The effort must therefore focus in defining the ways in which to activate these mechanisms.

- Individual choice

The change demand made by workers must be based on family and especially young children, who represent a huge potential to "move" the behavior of adults, who may be convinced by their sons' virtuous behavior and choices.

It is necessary to enter the schools, with targeted programs.

- Initiatives in companies

The PSCLs are essential, but if they remain alone and without innovative content they are not enough.

The obtained benefits on the subscriptions, company bikes, etc.. are important but it's needed more.

Must be encouraged the use of sustainable mobility behavior (by less car use and use of environmentally friendly vehicles ...) not only based on economic incentives, but on other benefits in the areas of goods and services (contracts with retail chains and discount offers for shopping, medical, welfare, school education, scholarships, etc.).

Among these benefits, those on transport result of course confirmed, with their participated costs for subscriptions and tickets.

But we can do more, especially for those people who are not presently using the TPL.

At the above described participation, companies must add a bigger role of "social responsibility", getting able to supply specific advantages and benefits for the virtuous behavior of sustainable mobility (flexibility, time, and cultural opportunities leisure), with limited expenses and compensation in terms of quality certification.

Final consideration

We must recognize that car will always be used, but in the same time we must work to have it less used, so releasing precious urban spaces and make citizens live in a better environment.

MM measures require to identify and to develop the "ready for change" demand, but they must also address the demand that today uselessly use the car, against its own interests (time, money ..), making it simultaneously more convenient transportation alternatives to the car.

To induce change of transport means may be strategic to focus on the possible dissemination of TPL subscriptions, integrated with other modes (bike rental, parking and ride, car sharing, calibrated within the various categories of customers). Even a partial exploitation of them ("I continue to use the car normally, but if I have the opportunity, depending on the place and/or the reasons for travelling, and the subscription in my pocket, I can try different solutions ... ") would take tangible results, since their costs would surely be offset by savings on the use of car.

The objective of rewarding can then be supported with the organization and communication of initiatives that make visible the very virtuous behavior: reduction for the first subscription joining the program, definition of agreements with associations and operators to discount rates for virtuous on mobility customers, discount prices for bike buyers if in possession of public transport subscription.

- The procedures for monitoring:

- Verification of the actual use of achieved structures and services, through the installation of new counters of cyclists using the bike path, or simply using the counting points that are already installed on some routes of the territory.

- Measurement of bikes and car sharing service quality

- Assessment of the environmental benefits, tested through the measurement of air pollution

- Implementing the traffic monitoring system on central area

- Evaluation of environmental benefits through the identification of environmental indicators that allow the calculation of the not produced CO₂ as a result of the carried out interventions, and of the reduced noise pollution.

The collection of these indicators will be related to the Urban Plan for Noise Reduction, the Air Quality Plan and the existing monitoring network (eventually provided with specific monitoring), the schedules prepared for the detection of the not produced CO₂. On regard, it must be underlined that Padua group coordinates the work of the Coordination of Italian Local Agenda 21 "Local Agenda 21 for Kyoto" which is setting up a CO₂ monitoring system connected to the interventions achieved by local authorities.